

# case study

industry: culture & language training



## task

- To position Communicaid as the culture and communications expert in the offshore market
- To create credibility amongst key decision makers and industry influencers



## approach

In order to address the PR objectives, a bespoke editorial campaign was designed which included the following activities:

- Industry expert depth research
- Credentials creation
- Thought leadership programme
- Exhibition support
- Proactive media relations
- Topical comments



## result

Exemplary implementation of the campaign has resulted in feature length coverage in the leading contact centre titles Specific results include:

- By-lined feature length coverage in both CCF and Customer Management
- New business projects and new high level relationships established
- Confirmation of Communicaid's business model and enhancement of its case within the off shore contact centre industry
- Established Communicaid as the authority on culture and communication issues concerning offshore contact centres



## verdict

"We were impressed with Emmett & Smith's understanding of the key issues facing the industry and we felt confident that the team would play a vital role in helping us achieve our objectives – we were not disappointed. Their proactive approach in all areas of the campaign has given us further tools in our armoury and depth to our argument when talking to prospective clients."

- Communications strategy development
- Campaign planning
- Exemplary implementation

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